

What is claimed is:

1. A method in a user's short-range wireless terminal for sharing the user's personal profile with an inquiring wireless terminal in a wireless network, comprising:

installing the user's personal profile in a database of the user's short-range wireless
5 terminal;

editing the personal profile while in the user's short-range wireless terminal in response to the user's input; and

transmitting the user's personal profile from the user's short-range wireless terminal to an inquiring wireless terminal.

2. The method of claim 1, wherein the user's short-range wireless terminal and the inquiring wireless terminal are Bluetooth devices.

3. The method of claim 2, which further comprises:

setting the user's short-range wireless terminal in a state to permit the user's personal profile to be accessed by inquiring wireless terminals.

4. The method of claim 2, wherein said installing the user's personal profile further comprises:

installing a standardized form of the user's personal profile into service discovery protocol (SDP) records.

5. The method of claim 4, wherein said installing the user's personal profile further comprises:

including a list of user interests in the SDP records defined by a plurality of fields, each field including a series of attributes, where each attribute is defined by a name, a type, and a value.

6. The method of claim 5, wherein said installing the user's personal profile further comprises:

including a bit mask characterizing each specified interest.

7. The method of claim 5, wherein said installing the user's personal profile further comprises:

storing a full complement of personalization data in one SDP record.

8. The method of claim 2, which further comprises:

filtering incoming messages.

9. The method of claim 2, wherein said editing the personal profile further comprises:

displaying an index screen in the user's terminal to enable the user to access a process screen for editing and removing keywords related to the processes; and

editing and updating the personal profiles using a user interface of the user's terminal.

10. The method of claim 2, which further comprises:

uploading the personal profiles via a network and storing them at a centralized database;

enabling editing of the personal profiles on a computer coupled to the centralized database; and

5 downloading the edited personal profiles to the user's terminal.

11. The method of claim 2, wherein said installing the user's personal profile further comprises:

10 installing the user's personal profile into a database divided into a phone book section containing the user's personal profile and a more detailed data section for detailed personal information.

12. The method of claim 11, wherein said installing the user's personal profile further comprises:

15 writing generic information, such as name and contact information into the phone book section.

13. The method of claim 11, wherein said installing the user's personal profile further comprises:

20 writing detailed personal information into the more detailed data section, such as sports interests and hobby interests.

14. The method of claim 2, wherein said responding step further comprises:

responding in a SDP transaction to provide a standardized format for the requested information.

5 15. The method of claim 14, wherein said responding step further comprises:

providing additional references in the response by providing links to additional user defined information from the database in an object exchange (OBEX) transaction.

16. The method of claim 15, wherein said responding step further comprises:

10 sending the user information from the user's phonebook, encoded in a vCard electronic business card format.

17. The method of claim 15, wherein said responding step further comprises:

15 sending the personal profiles encoded in extended markup language (XML).

18. The method of claim 1, wherein the user's short-range wireless terminal transfers information from the user's personal profile in a pull model to the inquiring wireless terminal.

19. The method of claim 1, wherein the user's short-range wireless terminal transfers
20 information from the user's personal profile in a push model to the inquiring wireless terminal.

20. The method of claim 1, wherein the user's short-range wireless terminal transfers general information to the user's personal profile in a push model to the inquiring wireless terminal, without authentication or encryption.

5 21. The method of claim 20, wherein more detailed, private information in the user's profile is protected by authentication and encryption.

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26. The method of claim 1, wherein the user's short-range wireless terminal and the inquiring wireless terminal register with a server.

27. The method of claim 26, wherein the server provides matchmaking via Bluetooth links to the short-range wireless terminal and the inquiring wireless terminal based on their having registered with the server.

28. The method of claim 27, wherein the registering includes checking user qualifications for matchmaking.

29. The method of claim 27, wherein when two registered users attempt exchanging privacy sensitive information, they link to the server to obtain a PIN, thereby enabling a Bluetooth authentication procedure for both the short-range wireless terminal and the inquiring wireless terminal.

30. The method of claim 1, wherein the user's short-range wireless terminal shares general information in its personal profile with the inquiring wireless terminal, if their respective user profiles have a first level of close matching.

31. The method of claim 30, wherein the user's short-range wireless terminal shares more detailed, private information in the user's profile with the inquiring wireless terminal, if their respective user profiles have a second level of close matching, which is closer than the first level.

32. The method of claim 1, wherein the user's short-range wireless terminal shares information in its personal profile with the inquiring wireless terminal, if their respective user profiles match within a predefined tolerance.

5 33. A terminal containing personal profiles for access by other terminals in a short-range wireless communication system, comprising:

- a) a database containing user defined profiles;
- b) database-managing apparatus to edit the user defined personal profiles based upon user input;
- 10 c) screen display apparatus which displays the personal profiles for user access; and
- d) apparatus responsive to inquires from other terminals for access to the user defined profiles.

15 34. The terminal of claim 33, further comprising:

- e) records defining each profile stored in the database.

 35. The terminal of claim 33, further comprising:

- f) personalization apparatus which sets the terminal in a personalization state to permit access by other terminals in a transaction.

20 36. The terminal of claim 33, further comprising:

g) searching apparatus which searches the short-range communication network for other terminals having matching personal profiles.

37. The terminal of claim 33, further comprising:

5 h) remote profile storing apparatus which stores the user defined profiles in a remote centralized database for access by the user via a network.

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